

Amendments to the Specification.

Please replace Paragraph [0001], with the following new Paragraph [0001].

[0001] This application claims priority under 35 U.S.C. § 119 to U.S. provisional patent application, Serial No. 60/412,389, entitled “SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND METHOD,” filed on September 20, 2002, the entire disclosure of which is herein incorporated by reference. This application also claims priority under 35 U.S.C. § 120 to U.S. patent application, Serial No. 10/115,186, entitled “PURCHASE SELECTION BEHAVIOR ANALYSIS SYSTEM AND METHOD,” filed on April 1, 2002, which in turn claims priority under 35 U.S.C. § 119 to U.S. provisional patent application, Serial No. 60/291,747, entitled “PURCHASE SELECTION BEHAVIOR ANALYSIS SYSTEM BASED ON LINKED PURCHASE RECORDS AND SHOPPING PATH CHARACTERISTICS,” filed on May 15, 2001, and to U.S. provisional patent application, Serial No. 60/291,746, entitled “CONSTRAINED STATISTICALLY ENHANCED LOCATION AND PATH ANALYSIS SYSTEM,” filed on May 15, 2001. The entire disclosure of each of these applications is herein incorporated by reference.